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**CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571) 273-8300.

Date: 2/19/07

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of John Schlack et al.**

Conf. No.: 7793 : Group Art Unit: 2623  
Appln. No.: 09/998,979 : Examiner: Chowdhury, Sumaiya A.  
Filing Date: October 31, 2001 : Attorney Docket No.: T734-10  
Title: Profiling and Identification of Television Viewers

**AMENDMENT AFTER FINAL**

This paper is being filed in response to the Final Office Action dated October 18, 2006, and the Advisory Action dated February 8, 2007. This paper is being timely filed by virtue of the accompanying Petition for Extension of Time (one-month), which extends the period available for reply to February 20, 2007 (February 18 being a Sunday and February 19 being a Federal holiday).

Please amend the above-identified patent application, without prejudice, as follows:

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